



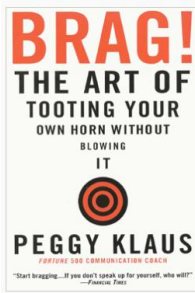
EVERY PM CAREER CAN USE ...

THE ART OF PROMOTION

by George Mentz, JD, MBA, CWM®, MPM®, QFP

I distinctly remember reading the book *Brag* by Peggy Klaus. This bestseller discussed the art of self promotion without over-doing it and the full title of the book is "Brag!: The Art of Tooting Your Own Horn without Blowing It." In her book, she states, "When done with grace and style, bragging promotes your best asset-you!"

[Read George Mentz - Benzinga article](#)



See excerpts of this book and take the *Brag Quiz for Professionals*

[check out Peggy Klaus website](#)

AAPM® RECOMMENDED READ

Fifty Tips for Your Statement of Work

ARTICLE BY JOHN E. MILLER FOR NCMA



The purpose of a SOW is to detail the work requirements for projects and programs that have deliverables and/or services performed. Here are 50 tips for your SOW from the National Contract Management Association.

[Visit site to read more](#)

Editor's Notes :

by Michele Guttenberger, MPM®

IN BELL'S COMPLETED PHONE PROJECT WHO INVENTED HELLO?

Although Thomas Edison is recognized for his developments of the phonograph and the light bulb, he also had involvement in improving the Telephone with Alexander Graham Bell. It was Thomas Edison that replaced the Bell & Watson's telephone parchment diaphragm with a conductive medium that greatly improved transmission power and provided better clarity.

A crude prototype of the telephone was invented by Alexander Graham Bell (working with Thomas Edison) in 1876 and was put into commercial use in 1878. By 1885 long distance calls became possible with switchboard operators connecting wires strung across large distances.

However, Bell and Edison had different notions on how to let a caller know you picked up the phone. Bell's preferred phone greeting was not 'hello' not even 'Hey' or 'Yea'. He used 'Ahoy, Ahoy'. Maybe intuition influenced his choice of words since a few decades later Bell developed plans for hydrofoil boat designs. "Ahoy Ahoy" never did get 'anchors aweigh' with the phone lines. Edison preferred the word 'hello', which comes from 'halloo' - a call out to the ferry boat operators for doorstep boarding. By the 1880s, 'Hello' started becoming the new expression word used in popular places and by current celebrities of their time like Mark Twain. Edison's product marketing savvy made sure that his rival Bell's 'Ahoy Ahoy' was officially ignored. Found in AT&T's historical archives, Edison wrote in 1877 that he thought the word 'hello' should be used for opening a phone conversation. This decisive- divisive moment was confirmed when he wrote to T.B.A. David, the president of the Central District and Printing Telegraph Company of Pittsburgh:

Friend David, I do not think we shall need a call bell as Hello! ..

By 1889, central telephone exchange operators were known as 'hello-girls'. Today many chat through Twitter. Jack Dorsey states he found the word for his innovation when "...we came across the word 'twitter', and it was just perfect. The definition was 'a short burst of inconsequential information,' and 'chirps from birds'. Hello! - now that is something to "Tweat" about.

Inside This Section

- ☆ *AAPM® Testimonial – Endorsements GWU Online MS in PM*
- ☆ *Brag – The Art of Promotion*
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- ☆ *Who Invented Hello*



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Effective project management is a vital component of all business, large or small. Project managers manage cross-functional teams and try to achieve results on time and within budget. Designed with this in mind

This Month's Tip:

Creating Contact Groups in Google Apps and Gmail

Contact groups can help you save time.

[Check out tip on YouTube from Navitend](#)

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5 Step Guide For Members

This Month's (From AAFM®) -Job and Career News

PM Continuing Ed Online

Spotlight on: Dr. Cornel Collins

Career Articles - AAPM® and the International Project Management Commission:



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Master Alumnus Spotlight on:



Dr. Cornel Collins
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